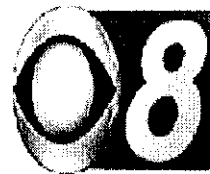


ORDER

Orders
Order / Rev: 230763
Alt Order #:
Product Desc: Willis for Mayor of Wetumpka August 17-
Estimate: Willis for Mayor of Wetumpka August 17-
Flight Dates: 08/17/16 - 08/22/16
Original Date / Rev: 08/16/16 / 08/16/16
Order Type: GENERAL

WAKA

Primary AE: Kim Carr
Sales Office: WAKA
Sales Region: Local

Agency Name: John Moore Advertising
Buying Contact:
Billing Contact:
 P.O. Box 496
 Wetumpka, AL 36093

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Willis for Mayor of Wetumpka (I)
Demographic: A25-54
Product Codes: PL1
Priority: P-04
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/22/16	19	\$3,045.00	\$2,588.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	19	\$3,045.00	\$2,588.25	0.0
Totals	19	\$3,045.00	\$2,588.25	0.0

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kim Carr			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAKA	08/18/16	08/22/16	M-F 930a-10a M-F 930a-10a	CM	930a-10a	1--11--	:30	3	\$65.00	P-04	0.00	NM	3	\$195.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	---11--		2				\$65.00		0.00			
		Week: 08/22/16	08/28/16	1-----		1				\$65.00		0.00			
N 2	WAKA	08/22/16	08/22/16	M-F 10a-11a Monday 10a-11a	CM	Monday 10a-11a	P1-----	:30	1	\$160.00	P-05	0.00	NM	1	\$160.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	1-----		1				\$160.00		0.00			
N 3	WAKA	08/22/16	08/22/16	M-F 11a-12p Monday 11a-12p	CM	Monday 11a-12p	Y1-----	:30	1	\$190.00	P-04	0.00	NM	1	\$190.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	1-----		1				\$190.00		0.00			
N 4	WAKA	08/17/16	08/22/16	M-F 5p-530p M-F 5p-530p	CM	5p-530p News	1-111--	:30	4	\$100.00	P-05	0.00	NM	4	\$400.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	--111--		3				\$100.00		0.00			
		Week: 08/22/16	08/28/16	1-----		1				\$100.00		0.00			
N 5	WAKA	08/17/16	08/22/16	M-F 6p-630p M-F 6p-630p	CM	6p-630p NEWS	--111--	:30	3	\$175.00	P-04	0.00	NM	4	\$700.0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	--111--		3				\$175.00		0.00			
		Week: 08/22/16	08/28/16	1-----		1				\$175.00		0.00			
N 6	WAKA	08/17/16	08/18/16	M-F News 10p-1035p	CM	Wed-Thurs 10p-1035p	--11---	:30	2	\$275.00	P-02	0.00	NM	2	\$550.0

Order / Rev: 230763
 Alt Order #:
 Flight Dates: 08/17/16 - 08/22/16

Advertiser: Willis for Mayor of Wetumpka (I)
 Product Desc: Willis for Mayor of Wetumpka August 17-
 Estimate: Willis for Mayor of Wetumpka August 17-
WAKA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wed-Thurs News 10p-1035p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	--11---					2	\$275.00		0.00			
N 7	WAKA	08/20/16	08/20/16	Sat Prime C	CM	9p-10p 48 Hours	-----1-	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00
				CBS Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	-----1-					1	\$225.00		0.00			
N 8	WAKA	08/20/16	08/20/16	Sa News 10p-1030p	CM	10p-1030p NEWS	-----1-	:30	1	\$100.00	P-05	0.00	NM	1	\$100.00
				Sa News 10p-1030p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	-----1-					1	\$100.00		0.00			
N 9	WAKA	08/21/16	08/21/16	Sun Prime A	CM	6p-7p 60 Minutes	-----1	:30	1	\$375.00	P-04	0.00	NM	1	\$375.00
				CBS Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	-----1					1	\$375.00		0.00			
N 10	WAKA	08/21/16	08/21/16	Su News 10p-1030p	CM	10p-1030p NEWS	-----1	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
				Su News 10p-1030p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/16		08/15/16	08/21/16	-----1					1	\$150.00		0.00			
													Totals	19	\$3,045.00

John Moore Advertising

Advertising - Marketing - Promotions

P.O. Box 496
Wetumpka, AL 36093 36092

email: johnmadv@bellsouth.net

Telephone: 334-567-8713

Fax: 334-514-9273

Cell: 334-301-0799

PURCHASE ORDER

Client: Jerry Willis P.O. P.O.

Media: WAKA-TV

Account Rep: KIM CARR

Date: 8-16-16

Order # 230763
☒ New Order
☐ Revision
☐ Cancellation

Start Date 8-17-16

End Date 8-22-16

Length: 1-:30 [Bridge Scene]

Event: P.O. P.O.

SCHEDULE

ADDITIONAL SCHEDULE!

9:30-10a.m.	Jeopardy	3x @ \$65	(1x each Thurs, Fri, Mon)	= \$195
10-11 a.m.	Price Is Right	1x @ \$160	Mon 8/22	= \$160
11a.m.-12noon	Young & Restless	1x @ \$190		= \$190
5:00-5:30 pm	News	4x @ \$100	(1x each Wed, Thurs, Fri, Mon)	= \$400
6-6:30 pm	News	4x @ \$175	(1x each Wed, Thurs, Fri, Mon)	= \$700
Wed/Thurs	10-10:35 pm News	2x @ \$275	(1x each Wed, Thurs)	= \$550
SAT	9-10PM 48 Hours	1x @ \$225	8/20	= \$225
Sat	10-10:30 pm News	1x @ \$100		= \$100
Sun	6-7 pm 60 Minutes	1x @ \$375		= \$375
Sun	10-10:30 pm News	1x @ \$150		= \$150

Total spots: 19x

\$3,045.00 - gross

Exact times spots ran, and/or tear sheets, are required with invoice. No make goods or altered schedules without agency approval.

Billing Address:

P.O. BOX 496
Wetumpka, AL
36092

Rate PK9.

Gross \$3,045.00 Comm. 456.25

NET \$2,588.25

John Moore

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WAKA-TV Montgomery, AL</u>	Date: <u>8-10-16</u>
---	--------------------------------

I, John Moore,being/on behalf of: Jerry Willis,a legally qualified candidate of the ALApolitical party for the office of: OR Mayor - Wetumpka ALin the General Electionelection to be held on: August 23, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30 rotate 3/30s	(ATTACHED schedule)				2

Attach proposed schedule with charges (if available):

\$3045 - gross
\$2588.25 net

I represent that the payment for the above described broadcast time has been furnished by:

John Moore Advertising

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jerry Willis

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8-10-16

Date

John Moore

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Kimberly R. Carr

Signature

Kimberly R. Carr

Printed Name

Sales Rep

Title